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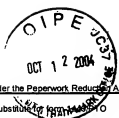
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| TRANSMITTAL FORM (to be used for all correspondence after initial filing) | Application Number | 10/790,487 |
| | Filing Date | 1 March 2004 |
| | First Named Inventor | König |
| | Art Unit | 2611 |
| | Examiner Name | Paula McCray |
| Attorney Docket Number | HMM-101 | |
| Total Number of Pages in This Submission | | 499 |

| ENCLOSURES (Check all that apply) | | |
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| <input type="checkbox"/> Fee Transmittal Form | <input type="checkbox"/> Drawing(s) | <input type="checkbox"/> After Allowance communication to Technology Center (TC) |
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| SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT | | |
| Firm or Individual name | Technology Patents and Licensing, Inc. Charles A. Eldering, 39,180 | |
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| | | October 7, 2004 |

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Substitution of Prior Art

INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Use as many sheets as necessary)

Sheet 1 of 1

Complete if Known

Application Number 10/790,487
Filing Date 1 March 2004
First Named Inventor Richard König
Art Unit 2611
Examiner Name Paula McCray
Attorney Docket Number HMM-101

U. S. PATENT DOCUMENTS

| Examiner Initials* | Cite No. | Document Number | Publication Date MM-DD-YYYY | Name of Patentee or Applicant of Cited Document | Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear |
|--------------------|----------|--|-----------------------------|---|---|
| | | Number-Kind Code ² (if known) | | | |
| /AD/ | AK | US 09/553,637 | 04-20-2000 | Eldering et al | |
| | AL | US 10/031,268 | 03-23-2002 | Eldering et al | |
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FOREIGN PATENT DOCUMENTS

| Examiner Initials* | Cite No. | Foreign Patent Document | Publication Date MM-DD-YYYY | Name of Patentee or Applicant of Cited Document | Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear | ¹ |
|--------------------|----------|---|-----------------------------|---|---|--------------|
| | | Country Code* Number* Kind Code* (if known) | | | | |
| /AD/ | BD | WO0036775 | 06-22-2000 | Logan et al | | |
| /AD/ | BE | WO0133848 | 05-10-2001 | Dimitrova et al | | |
| /AD/ | BF | WO02102079A1 | 12-19-2002 | Grotuit Media | | |
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Examiner Signature /Arthur Duran/

Date Considered

10/31/2007

*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant. ¹ Applicant's unique citation designation number (optional). ² See Kinds Codes of USPTO Patent Documents at www.uspto.gov or MPEP 901.04. ³ Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3). ⁴ For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. ⁵ Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST.16 if possible. ⁶ Applicant is to place a check mark here if English language translation is attached.

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ALL REFERENCES CONSIDERED EXCEPT WHERE LINED THROUGH. /AD/



CERTIFICATE OF MAIL(37 CFR 1.8)

PATENT

I hereby certify that this paper (along with any paper referred to as being attached or enclosed) is being submitted by First Class mail to the U.S. Patent and Trademark Office: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450
Date: October 6, 2004

Heather J. Roth

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

| | | | |
|-------------------------------------|-----------------------------|-------------------------------|---------------------------|
| SERIAL NUMBER 10/790,487 | FILING DATE 1 March 2004 | FIRST NAMED INVENTOR König | ATTY. DKT. NO. HMM-101 |
| TITLE Advertisement Substitution | | | ART UNIT 2611 |
| | | | EXAMINER Paula McCray |

Commissioner for Patents
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INFORMATION DISCLOSURE STATEMENT

In accordance with the provisions of 37 C.F.R. §1.97, Applicants hereby wish to make of record the references listed on the accompanying PTO Form 1449 for consideration by the Examiner in the examination of the above-identified patent application. Copies of the patent documents are enclosed.

This Information Disclosure Statement is being submitted:

- ☒ (1) within three (3) months of the filing date, entry into national phase in an international application or before the mailing date of the First Office Action; or
- ☐ (2) after the period defined in (1) above but before the mailing date of a Final Rejection or Notice of Allowance, and
- ☐ Certification is made below, or
- ☐ The check, or authorization to charge deposit account no. 501535, in the amount of the fee set forth by 37 C.F.R. §1.17(p) is attached.
- ☐ (3) after the mailing date of a Final Rejection or Notice of Allowance but before the payment of the Issue Fee, and
- ☐ Applicant hereby Petitions the Commissioner to consider the attached references; Certification is made below and the fee is included.

Attached hereto is Form PTO-1449 listing documents believed to be relevant to the above-captioned application. It is respectfully requested that these documents be considered by the Examiner. The relevance of each non-English document will be discussed as follows:

REMARKS:

This disclosure statement should not be construed as a representation that a search has been made or that no other material information as defined in 37 C.F.R. § 1.56(a) exists.

It is believed that this disclosure complies with the requirements of 37 C.F.R. §§ 1.56, 1.97, and 1.98, and the Manual of Patent Examining Procedures § 609. If for some reason the Examiner considers otherwise, it is requested that the undersigned be contacted by telephone promptly so that any deficiency can be remedied.

Some of the documents may have markings thereon. No significance is intended to be attached to the markings.

The submission of these documents is not intended to be deemed an admission that they constitute analogous art.

CERTIFICATION

Applicant(s) certify that:

- ☐ (1) Each item or reference was cited in a communication from a foreign patent office in a corresponding foreign application not more than three months prior to the filing date of the Statement; or

- ☐ (2) No item or reference was cited in a communication from a foreign patent office in a corresponding foreign application or, to the knowledge of the Applicant(s), was not known more than three months prior to the filing of the Statement.

Respectfully submitted,

Charles A. Eldering

Charles A. Eldering
Reg. No. 39,180

Date: 10/04/07

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Transmittal (1p), PTO Form SB/08A(1p), Information Disclosure
Statement (3pp), Copies of cited references (493 pp), Return Postcard.

Heather J. Roth
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Heather J. Roth

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